

**Bonneville Power Administration  
Fish and Wildlife Program FY99 Proposal**

**Section 1. General administrative information**

**Expand Respect The River**

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**Bonneville project number, if an ongoing project**     9026

**Business name of agency, institution or organization requesting funding**  
USDA Forest Service, Methow Valley Ranger District, Okanogan National Forest

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**Business acronym (if appropriate)**     FS

**Proposal contact person or principal investigator:**

**Name**                     Ardis Bynum  
**Mailing Address**     Methow Valley Ranger District, Box 579  
**City, ST Zip**             Winthrop WA   98862  
**Phone**                     509-996-4004  
**Fax**                         509-996-4051  
**Email address**         fs@methow.com

**Subcontractors.**

<b>Organization</b>	<b>Mailing Address</b>	<b>City, ST Zip</b>	<b>Contact Name</b>
Chuck Tonn	23-C Evans Rd	Winthrop WA 98862	Chuck Tonn   *
Sheeley Rudeen	3110 NE 10 <sup>th</sup> Ave	Olympia WA 98506	Sheeley Rudeen   *
The above listed contractors have been working on Respect the River.	Assuming that timing is right for them, they will continue their	Respect the River work in this project	

**NPPC Program Measure Number(s) which this project addresses.**

Please add if appropriate

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**NMFS Biological Opinion Number(s) which this project addresses.**

This is a very broad way of helping protect our resources--by changing people's attitudes about rivers. In that way, it aids all such efforts such as the Endangered Species Act.

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## Other planning document references.

### Subbasin.

Methow River Subbasin and tributaries

### Short description.

Respect the River is an interpretive and public contact program which originated with signs along the Methow River, expanded to include both media and one-on-one contacts with river users, and is now proposed for further expansion and effort.

## Section 2. Key words

Mark	Programmatic Categories	Mark	Activities	Mark	Project Types
*	Anadromous fish		Construction	X	Watershed
*	Resident fish		O & M		Biodiversity/genetics
*	Wildlife		Production		Population dynamics
	Oceans/estuaries		Research	*	Ecosystems
	Climate		Monitoring/eval.		Flow/survival
X	Other	X	Resource mgmt		Fish disease
			Planning/admin.		Supplementation
			Enforcement	*	Wildlife habitat en-
			Acquisitions		hancement/restoration

### Other keywords.

Respect the River, Education, Interpretation, User Contact

## Section 3. Relationships to other Bonneville projects

Project #	Project title/description	Nature of relationship

## Section 4. Objectives, tasks and schedules

### Objectives and tasks

Obj 1,2,3	Objective	Task a,b,c	Task
1	Reach more people and educate	a	Compile(create) & publish

	them about the important and function of rivers one-on-one		booklets with Respect the River ads and other appropriate information
1		b	Create Respect the River placemats
1		c	Create a colorable/readable Respect the River poster
1		d	Create & publish a Respect the River postcard set
2	Reach more people one-on-one to educate them about the importance and function of rivers	a	Add outreach @ camping areas S.Methow and tributaries
2		b	Expand outreach to the Upper Methow and its tributaries (2c) Hold small group workshops as outreach for a variety of age groups

#### ***Objective schedules and costs***

<b>Objective #</b>	<b>Start Date mm/yyyy</b>	<b>End Date mm/yyyy</b>	<b>Cost %</b>
1	2/1999	6/1999	34.00%
2	5/1999	9/1999	66.00%
			<b>TOTAL 200.00%</b>

#### **Schedule constraints.**

Extreme weather or extreme fire season may alter the completion of Objective 2; but all would be accomplished within 1999

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#### **Completion date.**

1999

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## **Section 5. Budget**

#### ***FY99 budget by line item***

<b>Item</b>	<b>Note</b>	<b>FY99</b>
Personnel	Forest Service	\$6,000
Fringe benefits		
Supplies, materials, non-expendable property	printed booklets, placemats, posters, postcards. Materials for workshops.	\$9,500
Operations & maintenance		

Capital acquisitions or improvements (e.g. land, buildings, major equip.)		
PIT tags	# of tags:	
Travel		
Indirect costs		
Subcontracts	Chuch Tonn, Sheeley Rudeen	\$18,500
Other		
<b>TOTAL</b>		<b>\$34,000</b>

### ***Outyear costs***

<b>Outyear costs</b>	<b>FY2000</b>	<b>FY01</b>	<b>FY02</b>	<b>FY03</b>
Total budget	\$18,000	\$18,000		
O&M as % of total	0.00%	0.00%		

## **Section 6. Abstract**

Ultimately fish and fish habitat will be saved because people care. As the saying goes, ‘In the end, we will conserve that which we love, we will love that which we understand, we will understand that which we are taught (Baba Doium)’. The goals of this project are to increase people’s understanding of--and therefore their protection of--fish, habitats and our collective efforts to protect them. One-on-one contact reaches people while they are visiting in/near streams. Printed materials like the ads that have been done for Respect the River give people the opportunity to further understand the issues and their own potential to be part of the solution. They also help people share their new awareness. Education is a life-long process. Our outreach needs to continue indefinitely: we have many first-time visitors. Also, returning visitors increase their knowledge with additional contacts. Success happens incrementally and subtly but--over time--clear habitat improvements and changes in people’s behaviour and be recognized. (Anti-littering campaigns are an example of a gradual but effective effort.) Most of the people who visit the Methow are from the Pacific Northwest; others from all over the world. The education in ‘Respect the River’ applies wherever you are.

## **Section 7. Project description**

### **a. Technical and/or scientific background.**

Watershed restoration efforts in the Methow subbasin have been concentrated in the Chewuch but are expanding to other subbasins. The approach has been relatively wholistic. Projects have included road obliteration, campsite rehabilitation, revegetation, large woody material (in streams), one-on-one contacts, media ads, fencing & water trough (grazing), etc. It is clear to us that the long-term success of these and other

watershed restoration efforts depends on people. Most people have willingly modified their behaviour once they understood the reasons to do so.

**b. Proposal objectives.**

The objectives are to increase people's knowledge--and therefore support--of watershed restoration and healthy ecosystems. Direct products would be the printed Respect the River materials.

**c. Rationale and significance to Regional Programs.**

Involving people in the solution has made a significant difference to habitat restoration efforts in the Methow. Most users of the Methow come from Western Washington. Education is an investment that can be carried with the recipient to other people and to other places. This one-on-one contact/education occurs when people are interacting with the stream or the habitat surrounding it (on site). This type of contact—talking to people where they are and trying to help them understand more--begins with listening and is relatively low key, but has been successful.

**d. Project history**

The first year (1994) of the one-on-one contacts and media efforts was marginal to unsuccessful because the people doing the contacts preached and the media work was dull. Since 1995, we have had the ideal person for the job doing the outreach ; it has been very successful. The media outreach is being done by a very creative person who also does a great job reaching the readers in weekly ads during the summer.

**e. Methods.**

One-on-one outreach will be done by making visits to the recreating public during the key times of year. Publications promoting respect for rivers will be produced and distributed. The publications will be assembled using information that we already have, but which has not been made broadly available.

**f. Facilities and equipment.**

The public contact will require little more equipment than the printed materials listed in this project.

**g. References.**

Respect the River has won regional recognition but has not , to the best of my knowledge been documented in a journal. Samples of the media ads are available on request.

## **Section 8. Relationships to other projects**

This project complements other ongoing projects. Respect the River as a concept is being incorporated in some of the developments in the Methow Valley. Ultimately, as stated before, people are a significant part of the solution to the fish crises.

## **Section 9. Key personnel**

Ardis Bynum  
Resource Lead  
Methow Valley Ranger District - USFS  
Box 579  
Winthrop WA 98862  
(509) 996-4004

Ardis Bynum, full-time GS-11 Resource Leader, Methow Valley Ranger District would be the manager for this project.

Ardis Byum earned a Bachelor of Arts General Studies degree from the University of Washington in 1971, followed by a Bachelor of Science degree in Soil Science from Oregon State University in 1977.

Her responsibilities would be management of the money, both Forest Service and BPA, which would fund this project; supervision of Forest Service employees who work on this project; administration of any contract associated with this project; and purchasing of materials required.

Ardis Bynum instigated the award-winning “Respect the River” program. She has lead many watershed restoration projects as the district’s resource forester and has served as the leader of the Chewuch Watershed team for the Forest Service.

Ardis was Chair of the Recreation Caucus for the Methow Valley Water Planning Pilot Project. She has presented at *AWRA* and *EPAs Watersheds 94* and was published in the findings.

Chuck Tonn, the one-on-one outreach person, is a retired Forest Service information officer and the former director of the Spirit Lake and Mount St. Helens Visitor Centers. He is currently self-employed.

Sheeley Rudeen, the media/ads writer: Highlights include: \*excellent research and writing skills, \* proven ability to assimilate information and interpret it for the lay public, \* capable of working with minimal direction on open-ended assignments, \* responsive to the needs and expectation of clients, \* resourceful and creative. She is currently self-employed.

## **Section 10. Information/technology transfer**

One on one outreach expertise and techniques can be shared in workshops and/or with interested persons. The publications(booklets, placemats, postcards, coloring/activity book) will be available to others. Other Respect the River “ads” and information can be made available upon request. The purpose of this whole project is information transfer.